TIPS FOR RECRUITING AND RETAINING YOUR MENTORS

Recruiting Your Mentors

Target and Inform Your Audience
- Identify internal and external target audiences;
- Craft a powerful message and talking points;
- Send a packet of information and FAQs for use during National Mentoring Month (January); and
- Enlist a celebrity spokesperson.

Build Community Commitment
- Make presentations to local organizations;
- Check media editorial and community calendars for best times to publicize;
- Publicize stories and testimonials of local mentors;
- Ask local media for public service announcements and coverage during National Mentoring Month;
- Set up media interviews for print media, TV, and radio;
- Ask local businesses, hospitals and state agencies to help you recruit employees; and
- Ask churches, schools, community-based organizations, nonprofits and local businesses to publish articles.

Mobilize Community Action
- Create a call to action;
- Create a media blitz;
- Host special events to recruit volunteers and increase community awareness;
- Celebrate milestones during the year;
- Compile reports, testimonials, photos, achievements, media clippings and coverage;
- Publicize numbers of recruits and good-news stories as the year progresses; and
- Debrief on successes and need for improvements as you plan next year's celebration.

Retaining Your Mentors = *CARE*

*C*ommunication
- Mentors should receive appropriate information from the provider organization regarding any special needs the mentee might have. And mentors should feel free to mention any problems they are experiencing so that your organization and your volunteers can work together to solve them.

*A*ppreciation
- Mentors should be thanked often and effusively, by both their mentees and your organization.

*R*espect
- Mentors should be greeted warmly and with respect each time they come to mentor.

*E*njoyment
- Mentors should have a good time mentoring and should look forward to being with their mentees.

Courtesy of Texas Governor's Mentoring Initiative.